

MINUTES
BEN GEREN PARK BOARD MEETING
September 10, 2012
12:00 Noon

The regular meeting of the Ben Geren Park Board was held at 12:00 noon, September 10, 2012, at the Ben Geren Park Community Building, 7200 Zero, Fort Smith, Arkansas.

Present was:

Mr. Eddy Beshears
Mr. Jerry Neel
Mrs. Beth Presley

Others present were:

Sebastian County Judge David Hudson
Mr. Jerry Roberts, Assistant Administrator
Mr. Channon Toland, Parks Administrator
Mr. Steve Nicholls, P.G.A. Golf Professional
Mr. Bobby Faulkner, Park Maintenance Supervisor
Mrs. Paula Vincent, Parks Administrative Secretary
Mr. Joe Mundy, Ben Geren Softball Association President
Mr. Danny Aldridge
Ms. Wanda Freeman, Southwest Times Record

The meeting was called to order at 12:05 PM by Mr. Eddy Beshears, Chairman.

Minutes of the August 13, 2012, meeting were reviewed. Jerry Neel moved and Beth Presley seconded that the minutes be approved as written. Motion carried unanimously.

The first item on the agenda was Reports:

Park Administrator Report: Channon Toland

- The Monthly Financial Reports were reviewed. A total of \$69,291.49 for the Golf Course, \$1,800.16 for the Front Side, and \$5,057.78 for Miniature Golf was transferred to County Treasurer for August 2012.
- Golf Course and Miniature Golf did better than last year. Wanna Be Racing has reopened under new management.

Other reports included in the packet for review are:

- Ben Geren Miniature Golf 2011-2012 Revenue & Expense Recap
- Softball 2007-2012 Revenue Recap
- Soccer 2007-2012 Revenue Recap
- Go-Cart 2007-2012 Revenue Recap

Projects are ongoing. Some are nearing completion.

Briefing on Golf Course Marketing: Steve Nicholls

- September newsletter was sent out
- Ads continue with 95.3 and ESPN radio
- Media Day was successful, with 14 participants
- Tee signs: Three new ones were sold
- Hosted Men's City Championship and received good media coverage and positive comments on the course from golfers
- Golf course brochure is done
- Discussion in progress about updating County website

Briefing on Golf Course Operations: Brian Cummins (absent)

- Greens are being aerified this week

Park Operations: Bobby Faulkner

- Lost limbs and trees in Friday's storm. Clean up is underway.
- Mowing continues
- Storm Shelter: Working on sod and have quotes on irrigation
- Soccer: Grading is done. Need to get quotes on fields and irrigation
- Torraine Lake: Work is ongoing
- Softball: Work on fencing will resume this week
- Restroom: Need to place order

Judge Hudson Comments:

- Looking at additional use of technology, i.e. on line tee times, facebook
- As projects are completed, a ribbon cutting will be planned

There being no other business to come before the Board, Jerry Neel moved and Beth Presley seconded that the meeting be adjourned. Motion carried unanimously. The meeting was adjourned at 12:30 PM.

Respectfully submitted,

Paula Vincent
Administrative Secretary